

PERCEPTION PROCESS AND STEREOTYPES

Overview

- **The Perception Process**
- **Attributes to Perception**
- **Economizing Phenomenon**
- **Characteristics of Stereotypes**
- **Sources of Stereotypes**
- **Strategies to Correct Inaccurate Perceptions**



Perception

**THE PROCEDURE BY WHICH WE TRY
AND INTERPRET INFORMATION ABOUT
THE ENVIRONMENT THAT SURROUNDS
US**



The Perception Process

- **Feedback about ourselves and others**
- **Not always based on true picture of reality**
- **We behave as though our perceptions are real**



Attributes to Perception

- **Raw Data:**
 - The information we experience
- **Mental Process:**
 - Is unseen but affected by things.
- **The End Product:**
 - Our perception, sensing, or interpretation of our experience



Economizing Phenomenon

- **The mind's ability to take in new information**
 - **First Impression**
 - **Self-Fulfilling Prophecy**
 - **Just Like Me**
 - **Blaming the Victim**
 - **Halo Effect**

Count the F's

**FEATURE FILMS ARE THE
RESULT OF YEARS OF
SCIENTIFIC STUDY
COMBINED WITH THE
EXPERIENCE OF YEARS**

Man Playing a Horn?





Stereotypes

**AN EXAGGERATED BELIEF
ASSOCIATED WITH A
CATEGORY**

Characteristics of Stereotypes

- **Fixed rigid ideas**
- **Associated with a group or category of people**
- **Not supported by evidence**
- **Can be favorable or unfavorable**
- **Driven by motive**



Sources of Stereotypes

- **Socialization Process**
- **Books**
- **Mass Media**
- **Educators and Public Officials**



Strategies to Correct Inaccurate Perceptions

- **Acceptance of differences in people**
- **Active Listening**
- **Provide Feedback**
- **Own your Behaviors/Feelings**
- **Use Inclusionary Language**
- **Avoid Stereotypes**

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